

Message Text

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44

ACTION ARA-10

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UNCLAS SECTION 1 OF 2 PANAMA 3602

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SUBJ: FY 1975 PANAMA COMMERCIAL ACTION PROGRAM (CAP)

REF: (A) A-4304 MAY 21, 1974

FOLLOWING IS PROPOSED PANAMA CAP FOR FY 1975. THIS CAP SHOULD ENABLE US TO CONCENTRATE OUR EXPORT PROMOTION EFFORTS ON MARKET SEGMENTS WHERE PROSPECTS FOR INCREASED SALES ARE GREATEST.

CAMPAIGN NO. 1) AVIATION ELECTRONICS AND GROUND SUPPORT EQUIPMENT (TARGET INDUSTRIES) AND CONTRACT FOR CONSTRUCTION OF NEW TOCUMEN INTERNATIONAL AIRPORT TERMINAL, CONTROL TOWER AND RELATED BUILDINGS.

ANNUAL MAN-DAY ALLOTMENTS: FSO-4 STAHLMAN..10 MD;
FSL 10 R. GUILLEN ... 15 MD; FSL-8 M. DE VIETO ..5 MD.

ACTION 1: EFFECTIVE IMMEDIATELY, STAHLMAN WILL VISIT OR CALL AS FREQUENTLY AS NECESSARY THE DIRECTOR OR DEPUTY DIRECTOR OF THE NEW TOCUMEN AIRPORT PROJECT OF THE DIRECCION DE AERONAUTICA CIVIL (DAC), THE LOCAL REPRESENTATIVES OF EMKAY, S.A., WESTINGHOUSE, PERINI, CAPITOL, BOEING, BALLENGER AND OTHER U.S. CONSTRUCTION COMPANIES AND/OR EQUIPMENT SUPPLIERS IN ORDER TO KEEP ABREAST OF THE PROJECT. GUILLEN WILL ASSIST IN MAKING THESE CALLS, IN PARTICULAR THOSE ON PANAMANIAN AGENTS OR COUNTERPARTS TO U.S. CONTRACTORS/SUPPLIERS.

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ACTION 2: STAHLMAN WILL BY JULY 2 PREPARE A SPECIAL TRADE OPPORTUNITY (TO) CABLE TO COMMUNICATE DAC REQUIREMENTS FOR ILS, GROUND NAVIGATION AND COMMUNICATIONS, RADAR, INTEROM AND PA SYSTEMS, PASSENGER BRIDGE, ELEVATORS, CONVEYORS AND OTHER EQUIPMENT TO USDOC FOR POSSIBLE MAJOR PROJECTS (MEPD) TASK FORCE ACTION FOR SUPPLY AND FINANCING. STAHLMAN WILL CONSULT FREQUENTLY WITH FAA REPRESENTATIVE IN CANAL ZONE ON THESE REQUIREMENTS. GUILLEN AND DE VIETO WILL FOLLOW UP AT DAC TO SECURE COPY (IES) OF FULL PHASE III DOCUMENTS AND SPECIFICATIONS AND AIR MAIL TO USDOC/MEPD.

ACTION 3: STAHLMAN WILL BY JULY 5 PREPARE CABLE OUTLINING REQUIREMENTS FOR SUPPLIER/BANK/EXIMBANK FINANCING FACILITY AND NEED FOR EARLY EXIM CONSIDERATION OF POSSIBLE SUPPORT IT CAN PROVIDE FOR ANY UNDERTAKING BY USDOC/MEPD.

ACTION 4: BY JULY 10 STAHLMAN WILL CALL ON LOCAL REPRESENTATIVES OF PROSPECTIVE U.S. BIDDERS ON PRIME CONSTRUCTION CONTRACT FOR AIRPORT TERMINAL, TOWER AND RELATED BUILDINGS TO OFFER APPROPRIATE ASSISTANCE ON POSSIBLE PROBLEMS IN PRE-QUALIFYING FOR BIDDING ON PROJECT. HE WILL SECURE CURRENT LISTINGS OF QUALIFIED BIDDERS TO RELAY TO USDOC. BETWEEN AUGUST 1 AND NOVEMBER 1 HE AND GUILLEN WILL CALL ON LOCAL, U.S. AND PANAMANIAN REPRESENTATIVES OF U.S. CONTRACTORS WHICH QUALIFIED FOR BIDDING TO INQUIRE ABOUT PROBLEMS ENCOUNTERED IN PREPARING BIDS AND ASSIST IN RESOLVING THEM.

CAMPAIGN NO. 2) PRINTING AND GRAPHIC ARTS (PGA) EXHIBIT, MEXICO USTC (TARGET INDUSTRY).

ANNUAL MAN-DAY ALLOTMENTS: FSO-4 STAHLMAN.. 5 MD;
FSL-10 R. GUILLEN ... 5 MD; FSL -6 O.DE ROVIRA ...5 MD;
FSL-8 M. DE VIETO .. 5 MD.

ACTION 1: BY JULY 10, STAHLMAN WILL PUBLISH IN COMMERCIAL NEWSLETTER A PROMOTIONAL ARTICLE ON PGA EXHIBIT TO BE HELD AT THE U.S. TRADE CENTER (USTC) IN MEXICO CITY, AUGUST 5-9, 1974.

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ACTION 2: STAHLMAN WILL WORK WITH AIO MEADE TO HAVE ARTICLES ON PGA EXHIBIT PUBLISHED IN LOCAL MASS MEDIA BEGINNING MID-JULY.

ACTION 3: BY JULY 8, GUILLEN AND DE VIETO WILL IDENTIFY NEWSPAPER, PERIODICAL AND OTHER MEDIA PUBLISHERS, GENERAL COMMERCIAL PRINTERS AND OTHER COMPANIES WITH IN-HOUSE PRINTING, BOOKBINDING, ENGRAVING, LITHOGRAPH EQUIPMENT.

THEY WILL PREPARE A LIST OF DEALERS, AS WELL AS END-USERS, FOR MAILING EXHIBIT LITERATURE TO BE RECEIVED FROM USTC MEXICO.

ACTION 4: BY JULY 12 STAHLMAN WILL MEET WITH LOCAL PAN AMERICAN AIRLINES MANAGER TO PROPOSE COOPERATION ON PROMOTING GROUP OR INDIVIDUAL TRAVEL TO THIS EXHIBIT. DE VIETO WILL BY THIS DATE ALSO DETERMINE WHAT OTHER CARRIERS SERVICE MEXICO CITY FOR POSSIBLE ALTERNATIVE OR SUPPLEMENTAL TRAVEL PROMOTION OF THIS EVENT. ARRANGEMENTS TO BE STATED IN ABOVE ARTICLES.

ACTION 5: USDOC IS REQUESTED TO ADVISE WHETHER FUNDING IS AVAILABLE FOR INVITATIONAL TRAVEL OF 3 LOCAL BUYERS TO PGA EXHIBIT. AMONG PROSPECTS EMBASSY WOULD PROPOSE IS BUYER FOR LARGEST PANAMA DAILY WHICH PRESENTLY IS MODERNIZING PRINTING PLANTS.

CAMPAIGN NO. 3) FOOD PROCESSING AND PACKAGING EQUIPMENT (TARGET INDUSTRY) SUBGROUPS: SUGAR REFINING AND FOOD REFRIGERATION AND FREEZING.

ANNUAL MAN-DAY ALLOTMENTS: FSO-4 STAHLMAN ... 5 MD;
FSO-7 PRUETT ... 15 MD; FSL-10 R. GUILLEN ... 25 MD;
FSL-8 M. DE VIETO ... 5 MD.

ACTION 1: BY SEPTEMBER 30, GUILLEN WILL PREPARE A PIMS ON MARKET SEGMENTS WHERE THESE TARGET INDUSTRY PRODUCTS ARE USED, GIVING SPECIAL ATTENTION TO THREE NEW SUGAR MILLS PLANNED IN CHIRIQUI AND VICINITIES ANTON AND PACORA. PRUETT WILL FOCUS ON EQUIPMENT REQUIREMENTS FOR PROPOSED EXPANSION OF LA VICTORIA MILL AND ANY MODERNIZATION PLANS AT TWO PRIVATE MILLS.
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ACTION 2: BY AUGUST 1, AIO R. MEADE WILL REQUEST USIA TO PREPARE, WITH USDOC ASSISTANCE, A LIST OF FILMS ON U.S. SUGAR CANE-GROWING AND SUGAR MILL OPERATIONS. STAHLMAN WILL DRAW ON USAID AGROINDUSTRY EXPERTISE IN SELECTING APPROPRIATE FILMS TO ORDER FOR SHOWING TO TARGET AUDIENCE OF GOVERNMENT AND PRIVATE SECTOR DECISION-MAKERS AT AMBASSADOR'S RESIDENCE IN OCTOBER.

ACTION 3: TO FURTHER STIMULATE INTEREST IN U.S. SUGAR MILL TECHNOLOGY AND EQUIPMENT, STAHLMAN WILL BY SEPTEMBER 1 SEEK USDOC INDUSTRY SPECIALIST ASSISTANCE IN SECURING TRADE JOURNALS AND EQUIPMENT LITERATURE FOR PROMOTIONAL CALLS ON END-USERS, DECISION MAKERS AND DEALERS (AND ADS PROSPECTS).

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ACTION ARA-10

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FM AMEMBASSY PANAMA

TO SECSTATE WASHDC 999

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ACTION 4: BY SEPTEMBER 30, STAHLMAN WILL CORRESPOND WITH USDOC: TRADE ASSOCIATIONS, AND/OR SHOW SPONSOR REGARDING SUITABILITY OF JANUARY 1975 NATIONAL FOOD PROCESSING EXPOSITION OR OTHER SHOWS OR PLANTS FOR INVITATIONAL TRAVEL VISITS BY PANAMANIAN DECISION-MAKERS/BUYERS.

ACTION 5: IF RESULTS OF ACTIONS 2 THROUGH 4 INDICATE SUCH EFFORT WARRANTED, PRUETT WILL BY OCTOBER 15 MEET WITH U.S. AIR CARRIER(S) TO PLAN FOREIGN BUYER GROUP VISIT TO PLANTS OR SHOWS.

SURVERY CAMPAIGN)

ANNUAL MAN-DAYS ALLOTTED: FSO-4 STAHLMAN...

30 MD; FSL-10 R. GUILLEN ... 45 MD; FSL-7 M.

DE VIETO ... 30 MD; FSL-6 O. DE ROVIRA... 30 MD.

ACTION 1: BY JANUARY 31, GUILLEN WILL IDENTIFY 50 POTENTIAL CUSTOMERS (PRIVATE AND PUBLIC SECTORS) FOR AGRICULTURAL MACHINERY AND EQUIPMENT (HIGH INTEREST TARGET OF OPPORTUNITY). BY FEBRUARY 28, GUILLEN WILL MAIL PROMOTIONAL LETTER DESCRIBING TOP SERVICE AND CHECKLIST OF 31 AME PRODUCTS IDENTIFIED BY REF D AS ADVANTAGEIOUS FOR TARGETING TO'S. CHECK LIST WILL BE ATTACHED TO PANAMA'S TO APPLICATION FORM. HE WILL MAKE FOLLOW-UP CALLS ON RECIPIENTS TO SECURE TO APPLICATIONS. DE VIETO WILL PREPARE LIST OF AME EXHIBITS IN U.S. FOR ENCLOSURE WITH THIS LETTER AND ALSO PROVIDE THIS LIST ALONG WITH CUSTOMER LIST TO U.S. AIRLINES FOR PROMOTING BUYER TRAVEL TO EXHIBITS.

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ACTION 2: BY SEPTEMBER 15, STAHLMAN WILL IDENTIFY PANAMA GOVERNMENT ADVISORS AND DECISION MAKERS RESPONSIBLE FOR EXPLOITATION OF REPORTEDLY VERY LARGE CERRO COLORADO COPPER DEPOSIT. HE WILL FOLLOW UP PANAMA 3237 WHICH REQUESTED LITERATURE ON LAS VEGAS MINING SHOW OCTOBER 1974. (USDOC IS REQUESTED ALSO TO ASCERTAIN WHICH COPPER MINES/MILLS IN U.S. SOUTHWEST WILLING TO CONDUCT PLANT TOURS FOR TRAVELLERS VISITING SHOW.)

ACTION 3: BY NOVEMBER 15, DE VIETO WILL IDENTIFY 50 CUSTOMERS/DEALERS IN HOUSEWARES/HOME FURNISHINGS FOR PROMOTION OF GROUP TRAVEL TO NATIONAL HOUSEWARES EXHIBITION, JANUARY 1975, IN CHICAGO. DE VIETO AND STAHLMAN WILL UTILIZE LITERATURE, TO BE SUPPLIED BY USDOC, IN CALLS ON THESE PROSPECTS TO PROMOTE PARTICIPATION.

ACTION 4: BY APRIL 15, GUILLEN WILL IDENTIFY 30 POTENTIAL CUSTOMERS FOR BUSINESS EQUIPMENT (TARGET INDUSTRY). BY APRIL 30, GUILLEN AND STAHLMAN WILL CANVASS THESE PROSPECTS FOR POSSIBLE TO'S. IF A PIMS IS DEEMED USEFUL GUILLEN WILL PREPARE ONE AND TRANSMIT IT BY JUNE 1 (FOR BLOBAL MARKET SURVEY).
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